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AUTHOR Barton, David
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ABSTRACT

Utilizing 1970 census data and updates plus local data and library records, the study seeks to assess the current status of public library usage in and around Aberdeen, South Dakota. A demographic profile of the community as a whole was first constructed and then compared with similar data for known public library users. Information was also gathered as to what types of library materials were being used, the age of the collection, library financial support, and governance. The resulting analysis yielded implications for more responsive library services in a number of areas. Among these are a more equitable city/council public library relationship, an expansion of the paperback book collection and audiovisual services, and the development of elementary school libraries to replace the current bookmobile service. (Author)

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BROWN COUNTY

ABERDEEN

&

ALEXANDER MITCHELL PUBLIC LIBRARY

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PROJECT DIRECTOR

David Barton

RESEARCH STAFF

*Jerry Braun
Emily Guhin
Rhea Karlen
Gloria Lager
Mary Jane Moore
Lila Retzer
Helen Rice
Connie Sieh*

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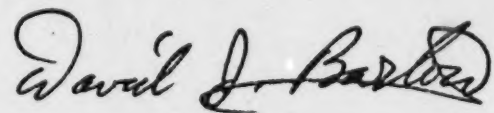
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David Barton

I. INTRODUCTION

As varied as its clientele, so must the public library be. At any time its services and resources are likely to be called upon by pre-schoolers and octogenarians, businessmen and bums, or cowboys and Indians. Anyone who resides in the area is a potential library user, be she housewife or harlot. Failing to recognize this great diversity of background, abilities and interests, one runs the risk of developing a collection suitable only to a limited group. To counter such a possibility, the Board of Trustees and staff of Alexander Mitchell Public Library have deemed it advisable to take stock occasionally to see who we are, what we're doing and where we may be going. The following is the first step in what we expect to be a continual journey.

A.) PURPOSE

This community analysis is designed to enable the library trustees and staff to gain a better grasp of the needs and interests of both its present and possible clienteles. To accomplish this we looked at two major areas: a) the community as a whole - the social, economic, political, and associated characteristics of the people who herein reside and b) the resources and services presently available at the library. The idea is then to compare, contrast, analyze, and evaluate the two to see how well they mesh. The end product should be a public library interacting with and vital to the community.

B.) SCOPE

At the outset of our research a singular difficulty presented itself. The Alexander Mitchell Public Library is a city institution. It is supported by the taxation of city residents and its employees are city employees. At the same time it provided services to all residents of the surrounding Brown County free of charge through a contract with the county. Moreover there is also a Brown County Regional Library which serves county residents through its bookmobile. What then is the library's community? Is it just the city or the city and county both? The importance of these questions was further amplified when it was discovered in the course of our analysis that 16% of the library's registrants live outside the city limits. To neglect such a percentage of users would not seem justified. Therefore, it was decided that we would collect information on Brown County apart from Aberdeen whenever it was available and pertinent to the questions at hand. Where it was necessary for the community analysis committee to gather hitherto uncompiled data in depth, however, research would be concentrated on the city limits. In this way it was felt that the minority county users would be adequately represented in proportion to the majority city users.

C.) METHODOLOGY

No one method was used to gather information. A variety of data types required a variety of procedures. We thus worked with means appropriate to the situation. Where hard data was available,

as in the census figures, registration sample and shelflist samples, the results yield a high degree of statistical validity. On the other hand samples like the circulation and paperback are of an indicative more than a definitive nature. They support impressions or accent trends but do not by themselves lead to broad generalizations. Still other compilations were of a fairly comprehensive nature, yielding conceptions beyond the bare statistics. In some cases it was possible to sample 100% of a collection. Other data (like much of that we collected on groups within the community) was not quantified but served to produce impressions which fleshed out the otherwise stark statistical skeleton.

Some mention should be made of the fact that 1970 census data was utilized for a report compiled in 1977. The reason for this is simple: there is no other source of information as exhaustive and authoritative as the decennial census and it seemed better to proceed now than wait another 4 or 5 years for the next census to be published. At the same time we did not hesitate to scout out updated information and use it whenever possible. As this report should make clear, Aberdeen has changed somewhat in the past seven years, but this change has been orderly and not of a kind to radically alter the face of the community.

II. RECOMMENDATIONS

In order to eliminate the need to plow through this entire report of statistics, findings, and interpretations, we are herewith presenting our main recommendations for those who are seeking the "bottom line". References are given as to where major supporting data can be located and the reader is urged to go to these sources. The reader is also invited to at least peruse the entire report. Without understanding the background of our decisions they may appear incomplete.

MAJOR RECOMMENDATIONS

1. UPDATE THE SERVICE CONTRACT BETWEEN ALEXANDER MITCHELL LIBRARY AND BROWN COUNTY.

Data gathered for this report has consistently shown a much higher percentage of city library usage by county residents than had been previously thought to be the case. As a result, city taxpayers are currently subsidizing county library users.

(See especially "Financial Support" p. 27 and "Inter-Library Cooperation" p. 40 and "Scope" p. 1)

2. STRENGTHEN AND EXPAND AUDIO_VISUAL SERVICES AND RESOURCES.

Library materials other than books have become so popular with library users that they dwarf book circulation statistics when measured on a per item basis. The not-too-distant future may even call for the creation of a separate audio-visual department with a trained audio-visual technician.

(See "Entertainment" p. 25, "Culture" p. 22, and "Audio-Visual Materials" p. 34) .

3. THE MAYOR AND CITY COMMISSIONERS ARE URGED TO CONSIDER THE MAKE-UP OF THE COMMUNITY WHEN APPOINTING MEMBERS TO THE LIBRARY BOARD OF TRUSTEES.

There is great variety in any community. The public library exists to serve all residents. The Board of Trustees is the community's representative for library operations. It should thus reflect the diversity in the community.

(See "Library Governance" p. 26)

4. WEED, RESTOCK AND RELOCATE THE YOUNG ADULT FICTION COLLECTION.

This particular collection has fallen into neglect and disuse. Simple changes should result in large improvement in utility.

(See "Adult and Young Adult Books" p. 31)

5. SELECT MATERIALS AND DEVELOP PROGRAMS SPECIFICALLY FOR THE ELDERLY COMMUNITY RESIDENT.

The elderly are the largest single group identifiable as not making adequate use of library resources. The reasons for this should be explored and an attempt should then be made to have them avail themselves of the library more often. The facts that they have leisure time and that most are female makes them prime candidates for library service.

(See "Basic Characteristics of the Populace" p. 7 and "Special Services" p. 40)

6. THE GOVERNING BODIES OF THE ABERDEEN PUBLIC SCHOOLS AND ALEXANDER MITCHELL LIBRARY ARE URGED TO CONSIDER THE DEVELOPMENT OF ADEQUATE SCHOOL LIBRARIES TO REPLACE THE CURRENT BOOKMOBILE SERVICE.

The educational function of a public library exists for independent research without formal ties to any school or school system. When this function is transformed into a substitute for adequate school media centers, the result is a drain on library resources available to the public in general and a theft of educational opportunities for the children in particular.

(See "Bookmobiles" p. 39 and "Inter-Library Cooperation" p. 40)

7. AN INVENTORY OF ALL MATERIALS SHOULD BE TAKEN NOW AND UPDATED AT REGULAR INTERVALS.

This should serve a number of purposes, but chief among them would be the ability to determine how many materials are stolen or lost during a given period of time. This information could then be used in determining the degree of library security required.

(See "Security" p. 33 and "Phonograph Records" p. 34 and Table 25 p. 32)

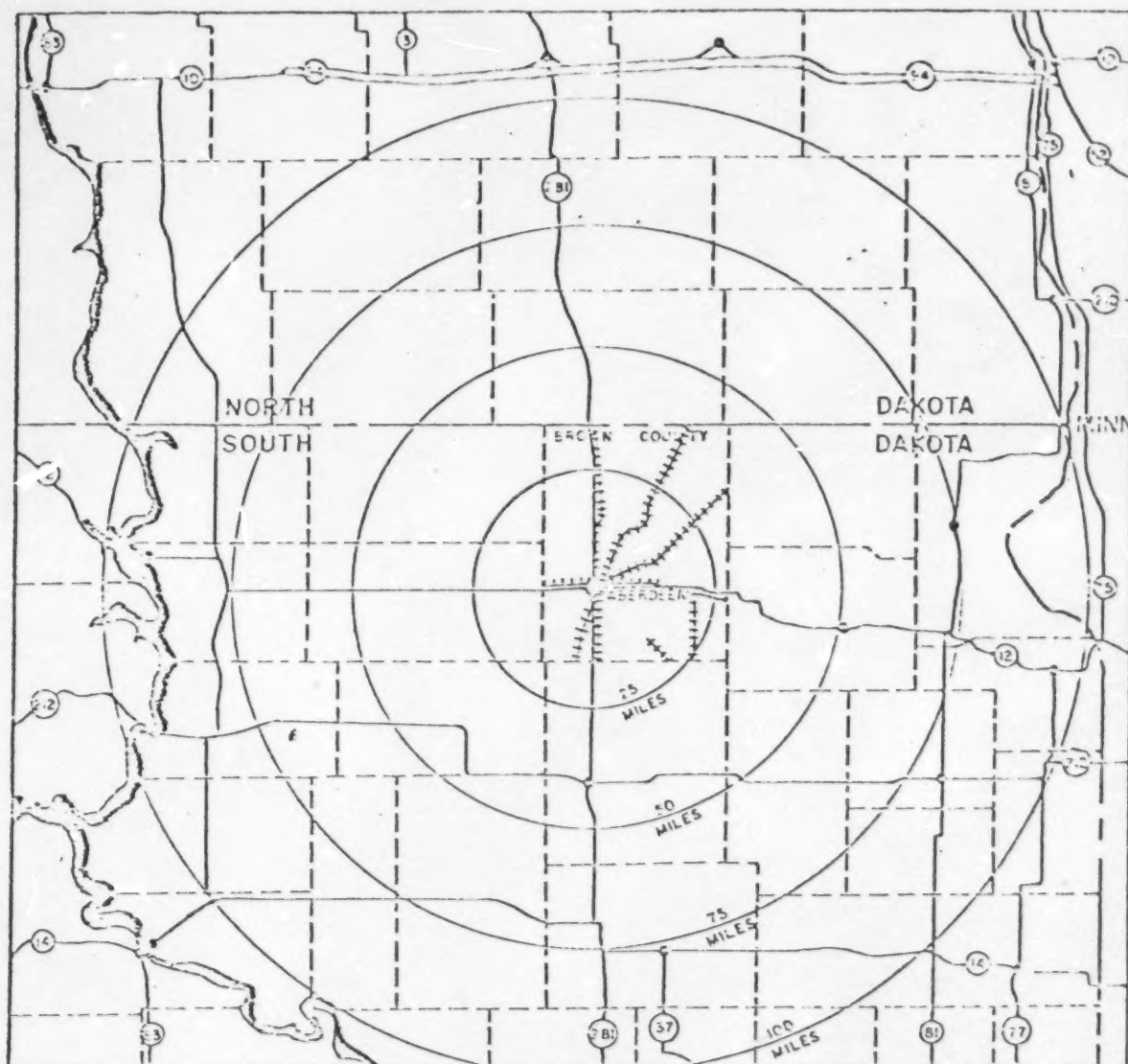
8. INVESTIGATE LEASE PLANS FOR ADULT AND YOUNG ADULT FICTION. IF PURCHASED, OBTAIN PAPERBACK FORMAT WHENEVER POSSIBLE.

With few exceptions, the useful life of a modern novel is limited. Leasing these books can make more in-demand titles available. Paperbacks have proven their popularity. The combination of the two should yield cost savings and increased circulation.

(See "Usage Patterns" p. 32 and "Paperbacks" p. 33)

Fig. 1

GEOGRAPHICAL LOCATION



(SOURCE: ABERDEEN - BROWN AREA WIDE PLANNING AGENCY)

III. THE COMMUNITY & ITS LIBRARY IN SPACE AND TIME

A.) GEOGRAPHIC SETTING

Brown County comprises over 1,000,000 acres in the northeastern section of South Dakota, an area often referred to as the Dakota Midland. A glacial lake, long since vanished, once covered the area. Its effects are still felt, however, in the flat, fertile farmland it left behind. Average annual precipitation is only 20 inches, but 80% of this normally falls during the growing season. Extreme temperatures predominate with lows of -30°F. recorded in winter and highs of over 100°F. in summer. With no trees or other barriers to obstruct them for hundreds of miles, the plains winds often have a major impact on one's receptivity to

weather conditions.

For its part, the city of Aberdeen sits in the southwestern section of Brown County, 280 miles west of Minneapolis, Minnesota, and 200 miles by automobile from any larger city. The city is flat with elevations varying from only 1350 feet above sea level in the northwest corner of the 3 mile planning area to 1285 feet in the southeast. The only streams which flow through the city are Moccasin Creek in the east-central part and Foot Creek along the town's western edge. City pioneers took advantage of the fertile soils to plant thousands of trees, thereby making the town a forested oasis in sharp contrast to the surrounding grasslands.

Within the city the public library is south-centrally located on the eastern fringe of the central business district. Its placement on the corner of 6th Avenue South (U.S. 12) and Kline Street (*See Figure 2, p. 11*) enables it to be noticed by the thousands who daily pass on the city's busiest street while still blending in with the residential aspects of the surrounding neighborhood. High visibility and accessibility are major plus factors.

B.) HISTORY

Although there had been fur traders in the area as early as 1825, the first permanent white settlers did not arrive until 1877. The county seat originally established at Columbia, became definitely fixed at Aberdeen in 1890. Since then Aberdeen has grown to become the dominant force in the area.

The expansion of the Milwaukee and Northwestern Railroads into northern South Dakota in 1881 was the impetus for the founding of Aberdeen. Large numbers of homesteaders followed the trains and came to rest at Aberdeen. "Hub City" became the town's nickname due to the convergence of a number of railroad lines in the city. The first settlers were mainly solid young men from midwestern states without the bravado and reckless daring of those who populated western South Dakota towns. In 1884 a sizeable contingent of German-Russian immigrants arrived and had a decided effect on the development of the area.

Following the boom period, Aberdeen settled down to establishing itself as a respectable trade and cultural center. With the exception of setbacks during the dustbowl years of the 1930's it has shown continual, moderate progress. Now the third largest city in South Dakota, it's influence extends for over 100 miles in any direction.

Appropriately, Alexander Mitchell Public Library is also the third largest public library in South Dakota. Founded just two years after the establishment of the city, the first library was started with \$2 donations from 150 citizens. In 1900 Andrew Carnegie agreed to give \$15,000 for a library building provided it was named after his friend, Alexander Mitchell, then general manager of the Milwaukee Railroad. To the best of our knowledge, this was the only Carnegie library not named after Carnegie himself. The building lasted until 1950 when it was condemned. For the next 14 years the library moved from location to location searching for a permanent home which it finally found when the present structure was erected. Today's building retains the name but bears little other relationship to the original Carnegie edifice. It is open, light and airy with an emphasis on the functional. In total it is a most respectable institution for residents of the Aberdeen area.

IV. THE LIFE OF THE COMMUNITY

A.) BASIC CHARACTERISTICS OF THE POPULACE

1.) Age

The inhabitants of Aberdeen and Brown County differed little from each other or the United States as a whole in the 1970 census. Within the adult category, however, Aberdeen's percentage of middle age adults (35-64) was lower than the county and national averages while the percentages of younger (19-34) and older adults (65+) were above those of Brown County and the U.S.

TABLE 1 - Age Characteristics of the Population

AGE CATEGORY	ABERDEEN	BROWN CO. OUTSIDE ABDN	U.S.
0-2	5.0	4.9	5.0
3-4	3.1	3.0	3.4
5-13	17.1	19.5	18.0
14-18	11.1	10.3	9.6
19-34	26.1	21.1	22.1
35-64	26.6	31.3	32.0
65+	11.0	9.9	9.9
	100.0	100.0	100.0

SOURCE: 1970 CENSUS OF POPULATION

The past few years have witnessed nationwide changes in traditional population patterns as birth rates have declined. The Aberdeen - Brown Areawide Planning Agency notes that fertility rates in the area have now dropped to near replacement levels of 2.1 children per family. Their future projections envision an overall older population and a greater impact on social services for the elderly. This becomes even more focused in terms of library services when it is realized that elderly women tend to leave their rural homes and take up residence in the city. Since more than 2/3 of library registrants are women and since approximately 60% of the area inhabitants 65 years of age and older are women, (See Table 2) this is an area that bears watching for library services. It is also an area that needs development. In the 1970 census the 65 and over group composed over 11% of the population in both the city and county. If anything this percentage has risen since then, but the number of library registrants is very low at 2.3% for Aberdeen residents and 1.6% for those living in Brown County. It is doubtful whether a life of non-library usage can be changed at this stage of the game, but more could probably be done for this large body of non-users. Accessibility to worthwhile programs for the elderly may also aid in promoting a life-long habit of library usage.

2.) Sex

TABLE 2 - Community Make-up by Sex

AGE	ABERDEEN %		BROWN CO Except ABDN %	
	M	F	M	F
3-11 years	50.5	49.5	47.9	52.1
12-17 years	51.5	48.5	51.6	48.4
18-64 years	46.0	54.0	51.4	48.6
65+ years	39.5	60.5	48.8	51.9
Entire Pop.	46.8	53.2	51.0	49.0

SOURCE: 1970 CENSUS OF POPULATION

Overall the total population of Aberdeen in 1970 had more females than males; the population of Brown County outside Aberdeen a few more males than females. It is interesting to note that the sexual composition of Aberdeen shifts greatly to female dominance in the adult age groupings. Since women are traditionally greater users of libraries than men, this provides a relatively large pool of people who are likely to seek library services.

To check this finding against actual library usage, a sampling of the registration file and of books checked out on May 11, 1977, was conducted.

TABLE 3 - Library Users by Age and Sex

AGE	ABERDEEN % 1977		BROWN COUNTY Except ABERDEEN % 1977	
	Registrants	Users May 11	Registrants	Users May 11
3-11 yrs				
M	48.7	*	50.0	*
F	51.3	*	50.0	*
12-17 yrs				
M	44.9	35.5	50.0	*
F	55.1	64.5	50.0	*
18-64 yrs				
M	32.2	23.9	29.1	0.0
F	67.8	76.1	70.9	100.0
65+ yrs				
M	55.5*	*	*	*
F	44.5*	*	*	*

*Insufficient data

Even with the limited data thus obtained, it becomes evident that while library usage starts out roughly equal for males and females, by the time they reach adulthood females are the dominant sex being served. If the fact that women use the

library more is coupled with the fact that they also form a larger percentage of the adult population, implications covering nearly every facet of library operations can be derived.

3.) Marriage and Family Status

TABLE 4 - Marriage Status

Population Over 14 yrs of Age	ABDN	BROWN CO. Except ABDN	U.S.
SINGLE	33.2%	25.4%	25.4%
MARRIED	57.3%	67.1%	63.4%
WIDOWED	7.5%	6.4%	7.8%
DIVORCED	2.0%	1.1%	3.4%
	100.0%	100.0%	100.0%

SOURCE: 1970 U.S. CENSUS OF THE POPULATION

With the curious way the Census Bureau has of figuring marital status (ie. total population over 14 years of age) it becomes difficult to gather meaningful figures as to what percentage of local adults are married. The figures above must be regarded as minimal for married persons and maximal for singles since quite a few unmarried 15, 16, and 17 year olds are undoubtedly included. Comparisons thus become more meaningful horizontally than vertically. Reviewing the data in this manner, it can be seen that rural families are very stable. A higher percentage of married individuals and a lower percentage of divorced persons reside in Brown County outside Aberdeen. Even in the city itself, the divorced figure is below the national average. One mild surprise, however, is the relatively high number of unmarried individuals in Aberdeen. This probably reflects two things: a) the influx of college students from other towns and b) the in-migration of young people from the surrounding counties.

College students are also the only significant group living in group quarters rather than households. They composed 6.6% of the Aberdeen population in 1970. By contrast, only .1% of the rural people lived in group quarters.

Aberdeen families also closely resembled the national average for family size with 1.42 and 1.37 children per family respectively. Rural residents had a slightly higher average with 1.76 children per family.

8.6% of Aberdeen families had a female head, but only 4% of Brown County families. This group usually contains many working mothers who have difficulty availing themselves of library services. While the percentage in Aberdeen is large enough to warrant consideration of their special needs,

it is still less than the national average of 10.8%.

4.) Ethnicity and Racial Composition

RACE	ABDN	BROWN CO.
White	98.7%	99.6%
Indian	1.1%	.3%
Other	0.2%	.1%

SOURCE: 1970 CENSUS OF POPULATION

Readily identifiable minority groups are an unknown phenomenon in the entire county. At one time German-Russian immigrants occupied a distinct neighborhood on the north side of Aberdeen, but they have since been assimilated into the community as a whole. They do, however, still constitute the largest recognizable ethnic groups. Of Brown County's 1970 total city and rural population, 18.3% were of foreign stock or parentage. Of this percentage, 4.4% were of German ancestry, 5.8% Russian. The rest vary widely, with native American Indians the most conspicuous. Their percentage of the local population is thought to be increasing and they may become a more recognizable group for library services in the future.

B.) ECONOMIC LIFE

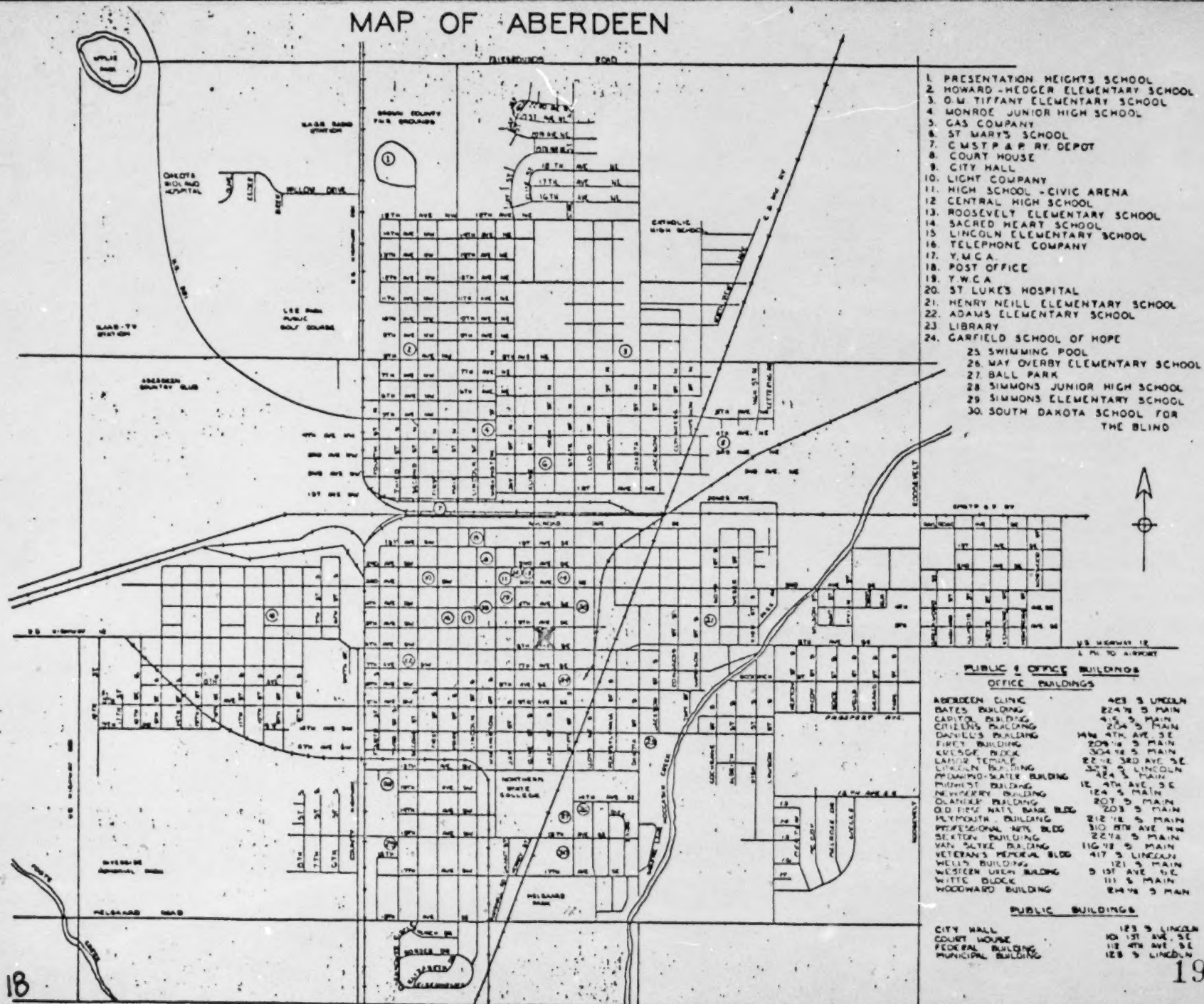
1.) Transportation and Traffic

As the distribution center for a large agricultural region, Aberdeen is serviced by a variety of transportation systems. The Milwaukee Railroad, Chicago-Northwestern Railroad, and Burlington-Northern Railroad provide excellent freight service as do a number of motor truck lines. Passenger services are supplied by air and bus lines. North Central Airlines has eight flights into the city daily and other charter service is also available. Both Greyhound and Jackrabbit Bus Lines provide transportation to other cities. There is no rail passenger service at the present time.

23.7% of the total land area within the city limits is devoted to street use. These include highways U.S. 12 proceeding east and west through the heart of town and U.S. 281 moving in a north-south direction. For the most part the remaining streets are laid out in the traditional grid pattern. Traffic tends to feed into these two major arteries and to also revolve around the central business district. This provides an excellent amount of activity around the library building, but it has not caused any problems with parking lot entrances and exits.

MAP OF ABERDEEN

Figure 2



A study of census data yielded the following table on the availability of automobiles.

TABLE 6 - Automobiles Available

# of Autos per Household	ABDN	BROWN CO.
1	51.3%	64.0%
2	28.9%	26.9%
3+	5.7%	4.4%
none	14.1%	4.7%
	100.0%	100.0%

SOURCE: 1970 CENSUS OF POPULATION

Since pickup trucks are not included in this data and since they are obviously abundant in a rural area such as this, most residents should have access to at least one vehicle. An assumption would be that many of those without cars in Aberdeen are college students or elderly people living in apartments. Transportation within the city limits should not be a problem for library users. There are adequate autos and uncongested roads available. While there is no mass transit, the city is small enough that one could walk or bicycle from one end to the other, although this requires a degree of motivation few exhibit.

For those outside the city a motorized vehicle is a MUST. There are adequate roads and highways, but no mass transportation. The Brown County Regional Library bookmobile currently delivers library materials throughout the county. Those county residents who come to Aberdeen should find the library available since it is open 65 hours a week, stretching over 7 days during the school year.

2.) Land Use

The Aberdeen-Brown Areawide Planning Agency has produced an excellent document in this area. With their permission we are including some of their major findings. (Aberdeen Comprehensive Plan Report Number 3: Landuse, September, 1976, pp. 18-19)

"The nucleus of the Aberdeen Urban Area is the central business district, with other commercial development radiating outward along principal highway routes. The central business district is surrounded by railroad development, with residential areas extending beyond. The total urban development within the City is fairly compact, except in the east and west extremities, where growth has been more sporadic."

TABLE 7 EXISTING LAND USE (9-1-76)
 ABERDEEN, SOUTH DAKOTA

LAND USE	WITHIN		OUTSIDE	
	CORPORATE LIMITS		CORPORATE LIMITS	
	ACRES	% TOTAL	ACRES	% TOTAL
Residential	1,299.31	33.5	798.80	1.9
Retail	226.24	5.8	511.04	1.3
Transportation	297.36	7.7	1,162.72	2.9
Industrial	20.00	0.5	238.46	0.6
Wholesale	31.41	0.8	123.66	0.3
Public	233.88	6.1	960.65	2.4
Institutional	229.84	5.9	3.50	0.1
Streets	918.93	23.7	1,172.34	2.9
Vacant & Ag.	618.92	16.0	35,314.30	87.6
TOTAL	3,875.89	100.0	40,285.17	100.0

SOURCE: ABERDEEN-BROWN AREAWIDE PLANNING AGENCY

Residential Land - Residential land is the most intensively developed land use in the City, comprising about 34 percent of the total land development. Substantial areas of residential development are found concentrated north and south of the central business district with 2,614 multi-family units dispersed throughout the residential districts. Several of the larger concentrations found on the periphery of the City constitute trailer courts with approximately 462 units in the three-mile limit.

Commercial Land - Existing commercial development including retail and wholesale business, is concentrated and compact in the central business district with most development extending north-south along Main Street. A large increase in highway strip development has been occurring east-west along U.S. Highway 12 and along U.S. Highway 281 north. The development has resulted in increased traffic loads along major routes with some dispersal of retail trade outside the central business district. To a much lesser degree, smaller commercial developments are evident in areas where residential uses predominate and are generally considered a separate category of commercial activity. Commercial land development currently occupies about 6.6 percent of the land area in Aberdeen or approximately 258 acres of land within the corporate limits.

Industrial Land - Existing industrial development in Aberdeen, which includes manufacturing, transportation, communication, and utilities have developed in a lineal fashion, parallel and adjacent to the railroads. Other industrial uses are located along the west extremity of U.S. Highway 12, and in the industrial park. Approximately 320 acres, or 8.2 percent, of the total land within the corporate limits are devoted to industrial uses. Transportation land uses occupy 7.7 percent of the area, or about 300 acres, with the majority used for railroads.

Public and Semi-Public Land - Public and semi-public land uses include public buildings, open spaces, and institutional facilities. These uses comprise about 12.0 percent of the land in Aberdeen with the majority used for parks and recreation, and schools. There are approximately 820 acres of land currently being utilized for parks including golf courses and numerous neighborhood playgrounds.

Local Streets and Vacant Land - Local roads and streets in Aberdeen make up about 24 percent of the total land area which includes local collector and arterial streets, alleys, and cul-de-sacs. Vacant and agricultural land uses within the city limits totaled about 620 acres of 16.0 percent of the land area."

3.) Commerce and Industry

As the statistics in TABLE 7 indicate, Aberdeen is not an industrial town. Only .5% of the city's land area is devoted to industry and slightly more at .8% for wholesale operations. The heart of Aberdeen's business activities is its retail outlets. Being the retail center for a large geographic region, Aberdeen merchants and associated business people can draw upon a clientele currently estimated at 130,000 residents inhabiting an area far beyond the city's borders.

To gauge the distribution of business enterprises in another manner a list of businesses in Aberdeen was compiled.

TABLE 8 - Aberdeen Business by Area of Endeavor

BUSINESSES	% Businesses from 1976 Directories	BUSINESSES	% Businesses from 1976 Directories
Agriculture	.4	Finance, Insurance,	
Construction	4.2	real estate	12.4
Manufacturing	9.7	Business & repair services	4.6
Transportation	3.0	Personal services including	
Communications, utilities,		entertainment	10.6
sanitary services	1.9	Educational services	3.4
Wholesale trade	1.5	Other professional & related	
Retail trade	22.7	services	7.8
Health services	7.0	Public Administration	10.8
		TOTALS	100.0

SOURCE: CITY DIRECTORY (1976) AND YELLOW PAGES

TABLE 8 thus reinforces the notion that commerce in Aberdeen is much more involved with providing services and distributing goods than it is with the actual manufacture of products. Industrial development is being promoted, however, and may become of greater importance in the future.

Outside the city the dominant form of economic activity is unquestionably agriculture. Fully 90% of Brown County's land area is devoted to agricultural production. While the number of farms decreased from 1,846 in 1954 to 1,310 in 1974, the average farm size increased from 580 to 796 acres. Today the average value of agricultural land and buildings is pegged at nearly \$200,000 per farm.

4.) Occupations

TABLE 9 - Occupations by Class of Worker			
CLASS	ABDN %	BROWN CO. %	U.S. %
Professional & Managerial	25.8	13.4	23.1
Sales & Clerical	28.2	14.0	25.1
Skilled Workers	21.0	17.9	31.4
Labor, Service, Farm, etc.	25.0	54.7	20.4
TOTALS	100.0	100.0	100.0

SOURCE: 1970 CENSUS OF POPULATION

Over 50% of Aberdeen's labor force is employed in white collar jobs, although these range from doctors to sales clerks. There is also a fairly large pool of semi-skilled workers. Outside the city farmers and laborers overwhelmingly predominate. Once again the minor role of industrialization in the area is reflected in the low incidence of skilled workers.

Given these characteristics of the community as a whole, a comparison with the occupational data of library users as gleaned from a sampling of our registration file is in order. The results obtained should go far in determining to what extent library users are representative of the community.

TABLE 10 - Area Occupations by Type of Business

	ABERDEEN		BROWN COUNTY	
	% 1970 Census	% 1977 Library Registration	% 1970 Census	% 1977 Library Registration
Agriculture	2.0	.0	42.5	I
Construction	4.6	4.4	5.2	N
Manufacturing	8.9	6.8	5.5	S
Transportation	4.3	.0	3.4	U
Communication, utilities, sanitary services	3.3	3.2	2.1	F
Wholesale trade	5.4	3.3	4.0	I
Retail trade	23.6	22.4	16.5	C
Finance, Insurance, real estate	4.3	6.7	2.7	E
Business & Repair Service	2.5	5.5	1.0	N
Personal services	9.1	9.9	3.6	T
Health services	8.4	10.0	2.6	
Education services	12.7	15.6	6.5	D
Other professional services	3.7	6.7	1.3	A
Public Administration	7.2	5.5	3.1	T
TOTALS	100.0	100.0	100.0	A

PARTIAL SOURCE: 1970 CENSUS OF POPULATION

Before any conclusions are drawn from this chart, it must be emphasized that the registration file data included many people who listed their occupation as "homemaker/housewife", "unemployed" or "none". Since the Census Bureau does not include these designations in their compilations, they were disregarded in formulating the percentages for TABLE 10. When this was done, there were not enough cards left to yield verifiable data for Brown County.

If the occupational preferences "homemaker", "unemployed" and "none" are removed, however, the picture obtained is only accurate for those registrants with wage earning positions. As TABLE 11 demonstrates, homemakers and the unemployed are such an integral part of library users that they must be considered as part of the overall occupational spectrum.

TABLE 11 - Major occupations of adult card holders (18 - 64)

	ABERDEEN RESIDENTS		BROWN COUNTY
	% 1977 Registrants	% 1977 Users on May 11	% 1977 Registrants
Homemakers	29.4	34.2	47.3
Unemployed or None	8.4	13.2	—

Who then are the library users as identified by their occupations? First and foremost, they are women who labor in their own homes and do not receive wages. Secondly, they are the unemployed

who apparently have enough time available to enable them to partake of library services. After that the situation is less clear, but some trends are indicated. The higher level white collar occupations are all more heavily represented in the registration sample than they are in the labor force as a whole. Finance, personal, health, educational and other professional services all exhibit a higher degree of library registration. This is in accordance with studies of library users others have made. The only curious point is that those involved with public administration are not as represented as one might expect. Those engaged in transportation, agriculture and wholesale trade are similarly less represented.

For the county residents outside Aberdeen, homemakers make up nearly half of the adult registrants. What occupations other county library users have is a matter of conjecture since the sample was not verifiable once the homemakers were removed. The census data tells us, however, that if library services are to be aimed at an occupational group outside the city, if it isn't homemakers it should be farmers.

The information on sex in TABLE 2 on p. 8, pointed out to us that over 2/3 of adult library users are women. The above figures reinforce this with 30% of the city and 47% of the county registrants labelling themselves as "homemakers". Employment data also tells us that nearly 50% of the women in the Aberdeen labor force work outside their homes. This is significant for library services lest we begin to think of adult female users only as housewives. They compose a large segment of the working population as well. Rural women do, however, tend to be employed less often; only 30% of these work outside the home.

5.) Income

The Aberdeen-Brown Areawide Planning Agency has concluded that there are two major economic trends readily identifiable in Aberdeen. The first is an increase in per capita family income; the second, an upward redistribution of income. Even with inflation considered, Aberdonians are becoming more affluent.

Census data also tells us that while median family income in Aberdeen in 1969 was \$800 below the national average, it was nevertheless \$300 above the state median. The discrepancy becomes even greater when Aberdeen is placed against rural Brown County. Median income for Aberdeen families in 1969 was \$8,737. Rural Brown County families managed less than \$7,000 as a median income.

TABLE 12 - 1969 FAMILY INCOME

	ABERDEEN	BROWN COUNTY
Less than \$5,000	19.8%	29.7%
\$5,00 - \$7,999	23.8%	28.0%
\$8,000 - \$14,999	41.0%	33.7%
\$15,000+	<u>15.4%</u>	<u>8.6%</u>
	100.0%	100.0%

SOURCE: 1970 CENSUS OF POPULATION

In both areas the largest single wage earning group was the middle class of \$8,000 - \$14,999. While Aberdeen, however, had 15% of its population above this figure, rural Brown County had nearly 30% of its population making less than \$5,000 a year.

C.) SOCIAL LIFE

1.) Religion

Church membership is strong in Aberdeen. Estimates of the overall number of parishioners top 20,000. This figure includes some county residents, but is still significant in a city of 28,000. The 37 religious establishments in town comprise 23 different Christian denominations and one Jewish synagogue. Catholic and Lutheran churches are definitely the largest. This is the breakdown:

TABLE 13 - CHURCH AFFILIATION - ABERDEEN

DENOMINATION	# OF CHURCHES	# OF MEMBERS
Catholic	2	9,400
Lutheran	8	7,131
Methodist	2	2,000
Baptist	4	545
Others	21	2,898
TOTALS	37	21,974

In addition, college students have the Newman Center for those of Catholic faith and the United Campus Ministry which represents six Protestant denominations.

For ecumenical activities there are the Aberdeen Area Christian Womens' Club which has about 250 members and the Full Gospel Businessmen's Fellowship which draws about 75 men to its monthly meetings. Individual churches also have specific church circles and other women's groups associated with them. Outside the city 15 Protestant churches serve the religious needs of those who do not attend services in Aberdeen. Reflecting the strong Germanic background of these residents, 10 of the 15 churches are Lutheran.

When surveyed by committee members as to ways in which the public library could be of help to their churches, city pastors had no specific suggestions. In the past, Alexander Mitchell Library has assisted them in establishing church libraries, provided audio-visual hardware and software for church programs, and displayed denominational magazines for public use.

2.) Government and Politics

Aberdeen is a governmental center maintaining offices for all four levels of public administration: national, state, county, and city. Federal and state officials are involved with managing various governmental programs ranging from internal revenue to game, fish, and parks. It is only at the city and county levels that officials directly responsible to the electorate are in evidence. The most visible are the 5 county commissioners, 4 city commissioners and the mayor of Aberdeen. At weekly meetings they determine the legal

climate in the community. They also designate funding for all public agencies, including the library.

With an obvious need for information in a great variety of areas, it is surprising that public officials are not more avid library users. Occupational data informs us that those in public administration are not using the library to the degree expected. Our own experience has confirmed this.

Library services such as computer search capabilities, have been promoted to public officials and administrators with little response. In the survey of Aberdeen those whose occupations were affiliated with public administration made up 7.2% in the 1970 census, but only 5.6% of the library's 1977 registrants. If one grants the assumption that people in these positions tend to be above the norm in educational attainment, this lack of library usage is particularly perplexing. These are people who should be being served well by the library but as yet we have been unable to identify their needs and they have not stepped forward to tell us what they are.

There is a law library in the Brown County Courthouse and an Indian Health Service Library in the federal building. Apart from this no other specialized libraries or information centers exist to serve these people. It may well be that they have no need for such information, since research is handled by the "home office" in Pierre, S.D. or Washington, D.C. At present we do not know, but we should probably find out.

Politically, Brown County is a Democratic area in a Republican state. The city of Aberdeen, however, is much closer to a 50 - 50 split than the rural areas.

TABLE 14 - Political registration by Party - February, 1977

	ABERDEEN	BROWN COUNTY (exc. ABDN)
Democrats	49.5%	58.4%
Republicans	42.2%	33.5%
Independents	8.3%	8.1%
TOTALS	100.0%	100.0%

SOURCE: BROWN COUNTY AUDITOR

How this affects library services, if at all, is uncertain since it hasn't been evidenced that one party is willing to spend more on libraries than another. Similarly no idea of the political persuasion of library users is obtainable. It remains, however, an interesting piece of data which the library director should keep in mind since a public library can never be divorced from the political processes surrounding it.

3.) Education

TABLE 15 - Educational Attainment of Area Residents

Years of school completed	Aberdeen	Brown Co. exc. ABDN	U.S.
None	1.0%	.5%	1.6%
0 - 8	28.4%	32.8%	26.7%
9 - 12	39.8%	46.6%	50.4%
Over 12	30.8%	20.1%	21.3%

SOURCE: 1970 CENSUS OF POPULATION

In 1970, Aberdeen exhibited above average higher educational attainment with 30% of the population over 24 years of age having completed more than 12 years of schooling. Brown Countians by contrast had a percentage of high educational attainers near the national average, but also had a high percentage of people having less than 8 years of schooling.

Another interesting factor, though not unique to Aberdeen, is the fact that women had a higher percentage of high school graduates than men, but the percentage of male college graduates was twice the percentage of female college graduates.

TABLE 16 - High School and College Graduates by Sex - Aberdeen

	MALE	FEMALE
High School Graduates	25.9%	32.3%
College Graduates	18.1%	9.4%

SOURCE: 1970 CENSUS OF POPULATION

Educational establishments in Aberdeen presently encompass 11 nursery schools, 8 public and 2 Catholic elementary schools, 2 public and 1 Catholic junior high schools, 1 public and 1 Catholic high schools, 1 two-year Catholic college and 1 four-year public college with some graduate programs. In addition there are post high school vocational institutions for business and hairstyling. The South Dakota School for the Visually Handicapped is also located in Aberdeen. Outside the city there are 3 public school districts offering K-12 classes.

School enrollment in the county as a whole declined during the years 1970-75. The number of school age children (K - 12) was down from a high of 10,799 in 1970 to 9,883 in 1975. Enrollment at Northern State College displayed a sharp drop from 3,319 students in 1970 to 2,330 in 1975. Presentation College, a two-year Catholic institution, has shown a steady climb since 1970 from 308 to a current enrollment of over 400 students.

The sample of the registration file conducted by the committee revealed that 6.6% of our users are Northern State College students. The fluctuation in that school's enrollment thus has a bearing on public library services.

Of course, students of all ages are probably the biggest library users. In our samples those between the ages of 3 and 17 make up nearly 50% of the Aberdeen registrants and over 56% of those in Brown County. The circulation study conducted on May 11, 1977 also disclosed that 40% of the adult books in circulation at that time were checked out to youths age 12-17.

4.) Culture

It appears that many opportunities for cultural activities exist within the community, although music, dance and "graphic" arts are stronger than theater, film and literature. At least 5 institutions, including the library, have public art galleries and change their exhibits monthly. Art lessons are offered routinely by the YWCA, Northern State College and the high schools. Several local artists also give private lessons.

While auditions for parts are sometimes open to the community, most drama productions are put on by students at the high schools and college. Northern State College features 3 major productions a year plus a professional summer theater. The high schools each produce one play annually and the YWCA has begun a drama program for youth.

Opportunities for the investigation and exploration of the film medium as art are severely limited. The 5 motion picture theaters in town show only mass market commercial films. To our knowledge, no film study clubs exist.

Five women's clubs in Aberdeen, however, are devoted at least in part to the study of literature. During the past year 6 midwestern poets read their work to the public in the library meeting room. Attendance averaged about 25 persons per visit.

Brown County operates the Dacotah Prairie Museum which is located in Aberdeen and devoted to preserving and displaying the history of local farming, pioneer and Indian life. 22,775 people visited the institution in 1976.

Associated with the museum is the Brown County Historical Society with 220 members. Altogether nearly 400 people belong to different groups interested in the history and heritage of the area.

Including the Aberdeen Community Concert Association, over 1,800 individuals are involved with groups engaged in the promotion of music in Aberdeen. Interests range from barbershop chorus to the college/civic symphony. Moreover, these figures do not include music students in the schools or with private teachers. Perhaps the fact that 17% of our record collection including 42% of the popular section was in circulation at the time of our sample best illustrates the fact that Aberdonians enjoy and appreciate music.

They also have a growing interest in dance. The Belles and Beaux Square Dance Club and the Dakota Ballet Association are each quite active in their respective fields. The excellence of a local dance studio has further sparked interest in this endeavor.

While all these cultural areas are currently supported by library resources, most, if not all, also appear as prime candidates for library programs.

5.) Communications

The mass media in Aberdeen are represented by one television station (NBC) and 3 radio stations. In addition, numerous other radio stations, a CBS television station, and a South Dakota Public Television station can be received with a conventional antenna. A cable TV service is also available. With this, one is connected to the three major networks, public television, independent stations in Denver, Col. and Minneapolis, Minn., a UPI all news station, a local school station and a local weather station. Comprehensive access to the outside world is thus provided.

More localized information is supplied by the Aberdeen American News, a daily which is distributed throughout the county. Once a week a local shopper/entertainment paper is distributed to each residence in the county. The library subscribes to 15 newspapers from across the country plus an assortment of news related magazines to provide in-depth coverage of current events.

Most of the information residents have about their community is conveyed through these various media. If local coverage is often spotty and lackluster, it nevertheless is vital to the community's continued existence.

6.) Recreation and Entertainment

People partake of their pleasures in myriad ways. Those living in Brown County, South Dakota in the late 1970's are no exceptions.

a.) Sports

Encompassing a variety of fields with varying levels of participation, sports are central to any perception of the Aberdeen/Brown County recreation scene. For some, athletic interest merely involves rooting for the home town school; for others it's a weekly or even daily event.

TABLE 17 - Organized participation in sports in Aberdeen 1976-77

ACTIVITY	NUMBER OF PARTICIPANTS
Archery	200 league members
Baseball	
Hardball	622 youth
Softball	311 youth
	480 adult
Bowling	200 league
	1,500 non-league
Canoeing	15 taking lessons
General	
Boys Club	365 members
Public open gym	3,915 used facility
YMCA	1,500 members
YWCA	55 per adult program
	200-300 per children's program

TABLE 17 (continued)

ACTIVITY	NUMBER OF PARTICIPANTS
Golf	26,000 at public course in 1976 40 youth lessons 40 adult lessons 600 Country Club members
Guns	
Pistol Club	22 members
Trap Shooting	85-100 per week
Gymnastics	96
Horses	
Arabian Horse Club	20 people
Hunting and Fishing	
Brown Co.	
Sportman's Club	300 members
Ducks Unlimited	325 members
Rollerskating	5,000 per month (Nov. - Mar.)
Swimming	66,498 at municipal pool in 1976 700 swim and diving lessons 125 swim team 85-100 Elks swim team
Snowmobile	66 families
Sports Boosters	
"Quarterbacks"	66 men
Tennis	290 youth lessons 66 adult lessons 130 league members
Volleyball	440

Of course, the above figures represent only those who were in some way able to be identified with a particular activity. The number of actual participants beyond those identified is likely to be quite large. Similarly, even though the data sometimes lists active members and at other times merely tallies those who happen by, the conclusion is unmistakable that athletic endeavors fill a large portion of Aberdonians' leisure time.

b.) Hobbies

Not everyone likes to jump up and run around every chance they get. Some prefer less strenuous pastimes. The "U.S. News and World Report" (May 23, 1977, p. 62) listed "Hobbies that appeal to millions". In order they are: gardening, CB radio, stamps, bridge, chess, genealogy, photography, and coins. Suffice it to say that organized groups devoted to each of these hobbies exist and hold meetings on a regular basis in Aberdeen. Numerous other groups also pursue such pastimes as bird watching, rock collecting etc.

c.) Volunteering

While not usually considered as entertainment or recreation, millions of Americans nevertheless devote large shares of their leisure time to volunteer activities. No less than 3 separate senior citizen volunteer programs now exist in Aberdeen as well as 3 groups for volunteer hospital workers. Uncounted others also work for charitable, church or community welfare through organizations concerned with everything from drug problems to hearing impairments. Over 500 people belong to the various service clubs in town alone. Fraternal clubs have a membership exceeding 6,000 and women's groups can claim 3,300 members to work for assorted causes. Retired Senior Volunteer Program (RSVP) ladies now work for the library on a limited basis. It is conceivable that more use could be made of elderly volunteers.

d.) Entertainment

Finally in a community's life there are those activities which one does for pleasure alone without thought of personal health or social good. Chief among these must be watching television. Current national estimates state that TV sets are on 6 hours, 8 minutes a day in the average home.

It is doubtful that Aberdeen families are an exception. By subscribing to cable services one has access to 8 channels and a variety of programming nearly 24 hours a day. Currently there are 5,200 subscribers to this service in Aberdeen. If one assumes a figure of 3-4 viewers per subscription, cable television reaches 55-75% of its potential audience. Beyond the city limits television viewing is mainly limited to CBS, NBC and PBS.

Outside the home, Aberdonians may like to eat more than they do drink. There are 33 restaurants in town and 25 bars. It should be mentioned, however, that these businesses are patronized by many people from surrounding areas, not just the local populace. The same goes for the 4 movie theaters and 1 drive-in which have averaged an annual attendance of over 300,000 for the past 10 years. During the last year, 343,399 items were checked out at Alexander Mitchell Library. Average cost per attendance at a movie theater is \$2.25 while procuring items from the library is available without fee. One must note then the \$625,000 willingly spent at the movies in contrast to the \$200,000 in tax dollars spent on the library and wonder if the library could not increase interest in itself by increasing its film collection and programs.

V. A PUBLIC PLACE: THE LIBRARY AS INSTITUTION

A.) BUILDING FACILITIES

Opened in 1963, the Alexander Mitchell Public Library operates in a building composed of ground and basement levels. All adult materials, technical processing and offices are located on the main floor. Children's services, a meeting room capable of seating 150, and a large storage area are in the basement. The Brown County Regional Library also rents office and storage space in this area. In addition, the library garage comfortably houses two Alexander Mitchell Library bookmobiles and one belonging to Brown County.

Excluding the garage area, the building contains some 27,000 square feet. Space requirements for public libraries serving populations of 30,000- 50,000 persons are generally considered to be .6 sq. ft./capita. Using this figure, Alexander Mitchell Library has enough space to serve at least 45,000 people. Population projections prepared by the Aberdeen-Brown Areawide Planning Agency predict that the county as a whole should reach this level in the late 1980's, but the city of Aberdeen will probably not have over 40,000 people until sometime in the 21st century. While these projections must be watched as they turn into realities, it nevertheless appears that Alexander Mitchell Library has enough raw space available for some time to come.

Constructed with local funds and built before the more ostentatious federally funded libraries of the late 1960's Alexander Mitchell is a good example of a well-planned, efficient structure. Both natural and artificial lighting are adequate without being excessive. Heating and cooling systems function properly. Open space is such that both the stacks and study areas present an inviting appearance. Staff supervision of large sections is possible without leaving the normal work areas. Circulation and reference areas are immediately noticeable upon entering. A little work could be done regarding directional signs and access for the handicapped, but on balance the library building fits its function well.

B.) LIBRARY GOVERNANCE

Under state law, "the governing body shall appoint five competent citizens broadly representative of the population of the local governmental unit" and "may appoint one of its own members to serve as a full voting member of the public library board during that member's term of office". (SL 14-2-35) City ordinance 13.401 further states that two of the appointed board members should be women. It is then the duty of this board to "appoint a librarian to serve at the pleasure of the board". (SL 14-2-40) The librarian is the board's executive officer, prepares budgets, appoints staff, selects materials, etc., but does not vote.

These laws have created a board of good size--large enough for a variety of ideas, but small enough to function efficiently. Usually the board works as a committee of the whole and does not find it necessary to appoint subcommittees. Having a city commissioner on the board is a definite plus, especially when library budgets and other matters are brought before the city commission.

Board members have accumulated excellent attendance records and shown themselves to be interested in a variety of library activities. Some of course are heavier library users than other, but all have been

interested in approving selection, personnel, service and other written library policies. Alexander Mitchell Library has been fortunate in receiving interested board members who participate well.

Appointments to the library board are political appointments, as are appointments to the boards of other city departments. Usually the mayor appoints and the city commission approves. Two or three recent board members were completely surprised when informed of their selections. Why they chose to accept the appointments must be due to community interest and a sense of civic duty since there is no money and very little "power" associated with the position. Board members are appointed for 3 years with the possibility of 2 consecutive terms. Thus the board is representative of the community in the sense that the community's elected officials determine who is on the board. Whether the board is "broadly representative" of the people living in the community, however, may be a different matter.

While evenly split as to male and female members, all 6 present board members have similar backgrounds. All are long time residents of the community. They are of similar ages (35-45), income (middle and up), and education (at least 4 are college graduates). In relation to occupation 3 are teachers in the public school system and the others are associated with professional or managerial positions.

The major focus of this community analysis has been to point out the varying segments existing within the community and how they interrelate with library operations. Certainly no quota system should be established as to who should be on the library board and certainly a board member with an interest in library operations is infinitely preferable to a board member who simply represents a particular group. Nevertheless we request that the mayor and city commissioners consider community and library factors when filling a board vacancy. If desired, the library board and/or library director could submit a list of 4 or 5 names for consideration.

C.) FINANCIAL SITUATION

1.) Support

State law allows for the levying of up to 3 mills to support public library services. Until the present year the library had been funded at 2 mills. For 1977, however, the budget was maintained at 1976 levels which caused a drop in the actual mill levy. This has, of course, had an effect on materials purchased, programs offered, etc. A 1976 survey of public libraries in seven north-central states included 16 libraries serving populations between 25,000 and 45,000. Of these, Alexander Mitchell, providing services for 36,000 people, ranked 7th in terms of population served and 14th in total budget.

TABLE 18 - Midwestern Libraries-Population Served

	<u>LIBRARY</u>	<u>POP. SERVED</u>
1.	Rapid City, SD	45,000
2.	Ames, IA	44,300
3.	Austin, MN	44,000
4.	Mason City, IA	41,500
5.	Salina, KS	40,000
6.	Barry-Lawrence, MO	37,600
7.	ABERDEEN, SD	36,000
8.	Booneslick, MO	35,700
9.	Clinton, IA	34,700
10.	Dunklin Co., MO	33,700
11.	Northwest Regional, MN	33,000
12.	Cedar Falls, IA	32,000
13.	Little Dixie, MO	29,700
14.	Betterdorf, IA	27,000
15.	Mexico-Audrain, MO	25,400
16.	Muscatine, IA	24,000

SOURCE: FIRST ANNUAL SURVEY: WEST NORTH CENTRAL STATES

TABLE 19 - Midwestern Libraries-Total Budgets

	<u>LIBRARY</u>	<u>TOTAL BUDGET 1976-77</u>
1.	Rapid City, SD	\$299,700
2.	Ames, IA	297,100
3.	Muscatine, IA	291,000
4.	Clinton, IA	282,900
5.	Cedar Falls, IA	242,700
6.	Salina, KS	238,000
7.	Mexico-Audrain, MO	229,600
8.	Austin, MN	222,700
9.	Booneslick, MO	211,700
10.	Mason City, IA	209,300
11.	Bettendorf, IA	201,200
12.	Little Dixie, MO	198,100
13.	Barry-Lawrence, MO	196,500
14.	ABERDEEN, SD	195,000
15.	Northwest Regional, MN	178,000
16.	Dunklin Co., MO	149,000

SOURCE: FIRST ANNUAL SURVEY: WEST NORTH CENTRAL STATES

The budget for Alexander Mitchell Library includes a state grant of \$3500, service contract & rent to the Brown County Regional Library of \$4500 and interest of \$3000. The total amount appropriated is within \$1,000 of the total amounts the city also appropriates individually for such things as recreation (not including parks) and snow removal.

Apart from its annual municipal funding the library also receives gifts and donations. These have never been actively solicited, but they have built up over a period of years to the point where they now represent a sizeable sum. Similar amounts are also available in the fines and

building funds. Last year over \$8,000 accrued to these three accounts in interest alone. Thus, when an opportunity to develop special programs, purchase equipment, etc., presents itself it is possible to gain the needed items or service without incurring financial hardship in any one year. An instance of this is the present expansion of the parking lot from 24 to 48 spaces. If used wisely these funds can have a great impact on the library's services to the community.

The point must be made, however, that Alexander Mitchell Library is serving a county-wide population of some 36,000 persons with a budget derived from a city tax base of 28,000 people. For the rental of office space, storage space for one bookmobile and a service contract entitling all county residents to use the city library without paying user fees, Brown County currently pays Alexander Mitchell Library \$4500 each year. This amount is 2.3% of the total library budget. County inhabitants living outside Aberdeen, however, make up 26.4% of the estimated 1975 county population. Furthermore, actual figures as of May 31, 1977 list 2,115 Brown County Regional card holders who are using Alexander Mitchell Library. They thus compose 16.4% of total library registrants. More about this situation will be considered in Section VII. Pt. 5: Inter-Library Cooperation. Nevertheless, the above figures alone dictate that a new contract must be negotiated with Brown County leading to more equitable remuneration for rental space and library services provided by Alexander Mitchell Library.

2.) Allocation

Comparing the same 16 regional libraries listed above yields the following data:

TABLE 20 - Midwestern Libraries-Budget Percentages for Materials Purchase		TABLE 21 - Midwestern Libraries-Budget Percentages for Personnel	
LIBRARY	% LIB. BUDGET: MATERIALS	LIBRARY	% LIB. BUDGET: PERSONNEL
1. Muscatine, IA	24%	1. Mason City, IA	72%
2. Salina, KS	23	2. ABERDEEN, SD	66
3. Little Dixie, MO	22	3. Ames, IA	64
4. Cedar Falls, IA	21	Salina, KS	64
ABERDEEN, SD	21	Austin, MN	64
6. Clinton, IA	20	Bettendorf, MO	64
Northwest Regional, MN	20	7. Barry-Lawrence, MO	63
Dunklin Co., IA	20	8. Cedar Falls, IA	62
9. Ames, IA	19	9. Little Dixie, MO	61
Booneslick, MO	19	Muscatine, IA	61
Bettendorf, IA	19	11. Clinton, IA	59
12. Austin, MN	18	Dunklin Co., MO	59
13. Barry-Lawrence, MO	17	13. Northwest Regional, MN	57
14. Rapid City, SD	16	14. Booneslick, MO	56
15. Mexico-Audrain, MO	14	15. Rapid City, SD	50
16. Mason City, IA	12	16. Mexico-Audrain, MO	48

SOURCE: FIRST ANNUAL SURVEY: WEST NORTH CENTRAL STATES

TABLE 22 - Midwestern Libraries-Budget Percentages for
Materials and Personnel

LIBRARY	AMOUNT OF T. 1976-77 BUDGET: MATERIALS AND PERSONNEL
1. Salina, KS	87%
ABERDEEN, SD	87
3. Muscatine, IA	84
Mason City, IA	84
5. Ames, IA	83
Cedar Falls, IA	83
Bettendorf, IA	83
Little Dixie, MO	83
9. Austin, MN	82
10. Barry-Lawrence, MO	80
11. Clinton, IA	79
Dunklin Co., MO	79
13. Northwest Regional, MN	77
14. Booneslick, MO	75
15. Rapid City, SD	66
16. Mexico-Audrain, MO	62

SOURCE: FIRST ANNUAL SURVEY: WEST NORTH CENTRAL STATES

The conclusions to be drawn from these charts is that Alexander Mitchell Library is fairly high among comparable libraries in terms of budgetary percentages (not dollar amounts) spent on both materials and personnel. Indeed, when the two figures are combined, Alexander Mitchell ties for the top spot. Why this is so is open to interpretation. Part of it could be due to different definitions as to what constitutes materials and what supplies, etc. The suspicion is, however, that those at the top end like Alexander Mitche'll have their structures paid for, while those nearer the bottom have building debt payments to make. In any event, the percentages of the budget being spent on materials and personnel are within accepted norms. Whether the actual dollar amounts involved are adequate requires further consideration.

VI. RESOURCES: THE LIBRARY AS STOREHOUSE

A.) BOOKS

TABLE 23 - Book Stock as of May 31, 1977

ADULT	55,480
YOUNG ADULT	8,781
JUVENILE	30,244
PAPERBACKS	1,986
TOTAL	96,491

As a whole, the book collection of Alexander Mitchell Library is quite strong. Even considering the large numbers of juvenile books owned, the library would still meet the often-mentioned test of 2 books per capita.

Yet the strength of a library collection is not measured by numbers alone. Two additional criteria often used are the age of the collection and the amount of patron usage.

1.) Adult and Young Adult

a.) Age of collection

TABLE 24 - Age of the Adult and Young Adult Book Collection

	ADULT FICTION	YOUNG ADULT FICTION	ADULT & YA NON-FICTION (ENTIRE COLLECTION)	ADULT & YA NON-FICTION 000's-700's	ADULT & YA NON-FICTION 800's-900's
% Published in the past *0-10 years*	34.8	26.9	37.1	45.7	26.9
% Published in the past 11-20 years	24.0	35.4	24.1	25.3	22.8
% Published in the past 21-30 years	16.6	28.6	13.2	12.3	14.5
% Published in the past 31-40 years	14.3	5.7	10.6	8.4	13.0
% Published in the past 41-50 years	5.3	2.0	8.8	4.8	13.5
% Published over 50 years ago	5.0	1.4	6.2	3.5	9.3
TOTALS	100.0	100.0	100.0	100.0	100.0
past 0-5 years	19.4	9.2	20.6	25.7	14.5
past 6-10 years	15.4	17.7	16.5	20.0	12.4

Judging by the results of our sample, the collection as a whole should meet any standards of recency. In the non-fiction as a whole and the adult fiction categories, over 1/3 of the collection is less than 10 years old. Indeed, these same two areas have almost 20% of their collections 5 years old or less. Moreover, an amazing 45.7% of the non-fiction classed from 000 through 799 is 10 years old or less, with fully 25% having been published in the past 5 years. The 800's and 900's are somewhat older, though this may be due to

their subject areas (literature and history) where materials do not become outdated as quickly. The situation with the young adult fiction is a bit more disturbing. Percentages in the 11-20 and 21-30 years since publication brackets are actually greater than in the 0-10 years category. This is the only area where this situation occurs and bears looking into.

b.) Usage Patterns

TABLE 25 - Circulation of Adult and Young Adult Books

	% NOT CIRCULATED	% IN CIRCULATION	% MISSING
ADULT FICTION	17.8 (A)	5.5	3.8
Y-A FICTION	26.8 (A)	1.4	1.7
ADULT & Y-A NON-FICTION (ENTIRE COLL.)	8.0 (B)	3.3	8.4
ADULT & Y-A NON-FICTION (000's-700's)	3.5 (B)	4.8	9.1
ADULT & Y-A NON-FICTION (800's & 900's)	13.2 (B)	1.5	7.6

(A = past 3 years)

(B = past 10 years)

The ephemeral nature of contemporary fiction is evidenced by the fact that nearly 18% of the adult fiction has not circulated in the past three years. This despite the fact that over 62% of this collection is less than 20 years old. Circulation in this area is the highest on the chart, however. Apparently people mostly read the newest fiction thus making the useful life of a contemporary novel extremely short. When space problems develop, this would be a high priority area for weeding.

The young adult fiction should be weeded now. Over 1/4 of this collection has not circulated in the past 3 years and only 1.4% was in circulation on the date sampled. This is the lowest figure recorded and can probably be largely attributed to the fact that so much of this collection is more than 10 years old. An additional factor which is not recorded in the statistics is the location of this collection. Currently the YA fiction is shelved in 2 rows at the end of the non-fiction. It is totally divorced from all other fiction and prominent by neither location nor directional signs. The relocation or at least illumination of this collection should

be accomplished at the earliest possible date.

The non-fiction again expresses the distinction between books in the 000 to 799 and 880-999 Dewey classes. Where the collection is new and practically or socially oriented, circulation is relatively high and most books have circulated in the past 10 years. In the 800's and 900's where the subjects could be said to be more academically inclined, and where the average age of the books is older, circulations are much lower and the per cent not circulated in the past 10 years much higher. When the statistic is added to this that 45.6% of the non-fiction collection consists of 800's and 900's alone, the conclusions are that: 1.) this area would be a likely candidate for weeding; and 2.) materials selection should be concentrated in the higher demand areas of the 000's through 700's.

c.) Security

While the percentages of books found to be lost are not particularly surprising, they are troublesome. Non-fiction books appear to be much greater candidates for disappearance than fiction. Even the low-circulating 800's and 900's display a high degree of theft. Since a complete inventory has not been undertaken for a number of years, the current loss situation cannot be accurately assessed. It thus becomes important for such an inventory to be begun and to be followed up in later years to obtain an accurate representation of this problem area. If justified, various security systems may then be considered to replace the current method of student materials checkers, which--in addition to being very inefficient--is in force only for limited periods of time.

d.) Paperbacks

The paperback collection is not cataloged and no list of titles owned is maintained. It was therefore not capable of being analyzed in the same manner as the rest of the adult collection. Circulation figures alone, however, decree that attention must be paid to the paperback collection. Monthly statistics on the amount of paperbacks owned have only been kept since January 1977, but even these incomplete compilations yield some intriguing figures.

TABLE 26 - 1977 Paperback Collection

MONTH	VOLUMES OWNED	NO. OF CIRCULATIONS
JAN	1919	2355
FEB	1872	2070
MAR	1842	2211
APR	1921	1816
MAY	1986	2431

Thus, for all but one of the past 5 months, paperback circulations have exceeded 1 circulation per volume per month. By comparison, total circulation for the library each month is some-

where above 30,000 volumes. If all books circulated as well as the paperbacks, total circulation would top 100,000 each month!

To verify this high degree of paperback circulation, 10% of the paperback collection on the racks on a particular day were systematically sampled as to date of most recent circulation. The results were that 80% of the books then on the shelves had already circulated at least once in the first 5 months of 1977. No books had a date of last circulation older than 1975, and only 9.2% could not be verified as to having been circulated. The conclusion is clear that the paperback collection is very popular. Whether this is because of the location, display, physical format of the material, or subject matter (e.g., fast reading Harlequin romances), is less obvious. Given the short shelf life of contemporary fiction, plus the lower cost and higher circulation of paperbacks, it would seem advisable to purchase paperbacks whenever possible in at least this area. Indeed, their popular appeal may make them appropriate for the non-fiction collection as well.

2.) Juvenile

The children's collection was in the process of being weeded when this project began. It did not, therefore, lend itself to reliable scrutiny as to the age of the collection, percent missing or percent not circulated in the past 3 years since the dead wood was already being removed and the shelflist was in disorder.

In addition to the children's room, the Alexander Mitchell Library operates two bookmobiles. These 3 areas maintain over 30,000 volumes or nearly 32% of the library's total holdings. Many of these are multiple copies since the same title is often purchased for the children's room and each of the bookmobiles. Despite this (or maybe because of it), these three departments consistently account for nearly 60% of the library's total circulations. Since the proportions of both volumes owned and volumes circulated are greater than the proportions of the 3-11 age group in either library registrants or the population as a whole, it would seem that this group is both being served and using the library well. Some allowances must be made for the facts that it is much easier to check out 3 or 4 children's books than adults', and that children are sent into the bookmobiles on school time and encouraged to check out materials. Nevertheless, if circulation is any indication, the book collection available to juveniles is certainly adequate.

B.) AUDIO-VISUAL MATERIALS

1.) Adult and Young Adult

a.) Phonograph Records

The library owns some 2,000 long-playing records covering the spectrum from classical to contemporary. In order to gauge their degree of utility, a systematic sample of 194 items was selected. This yielded the following data:

TABLE 27 - Circulation of phonograph Records

RECORDS	% NOT CIRCULATED PAST 3 YRS	% IN CIRCULATION MAY 20, 1977	% MISSING
Entire Collection	1.5	17.0	10.3
"Popular" records	0	42.4	8.5
Entire collection except "popular"	2.2	5.9	11.1

Compared with books, phono-records circulate much more. Similar to juvenile books, this circulation rate may in large measure be attributed to the ease with which one can listen to 3 or 4 record albums as opposed to reading 3 or 4 novels. Still, their popularity is undeniable. In the past 3 years 0% of the popular collection and only 2.2% of the rest had failed to circulate at least once. Furthermore 5.9% of the collection minus those labeled "popular" was in circulation at the time studied. This is higher than any of the adult book categories attained. The truly phenomenal circulation percentage, however, was in the area termed "popular" and loosely coinciding with that known as rock and roll. 42% in circulation at the time studied!! Unbelievable. It goes without saying that this area should not only be maintained, but expanded. Little else could go as far in increasing the library's popularity and developing the image of the library as more than just a book warehouse.

Popular items for borrowing are inevitably popular items for theft. The statistics in TABLE 27 need some clarification on this point, however. In 1976, a security system for popular phonograph records was instituted at the library. This involved putting all popular records behind the circulation desk and displaying only the album covers. Given the degree of circulation and the percent missing in TABLE 27, it appears this system has worked, albeit not perfectly. More disturbing, however, is the 11.1% missing rate in the other than popular collection. This is a rate high enough to warrant tighter security. Since it is not feasible to place all records behind the counter, however, alternative methods should be studied.

b.) Audio cassette tapes

Approximately 100 tapes on a variety of subjects are owned. No circulation statistics on individual items are maintained nor are they cataloged in the general collection. This situation should be corrected.

c.) 8mm Films

Presently the library possesses 50 silent and sound 8mm films. All but 2 of these have checked out at least once in 1977. Given this degree of use, this would seem to be another area worthy of expansion. Since 16mm films are available from the South Dakota State Library, there is no need to purchase materials in 16mm format.

d.) Slides and Filmstrips

Adult resources in this area are severely limited consisting presently of 17 slide sets and 3 filmstrips. Despite the fact that the materials are not listed in the card catalog, most have circulated within the past year. With the proper cataloging, this area should also show an increase in popularity.

e.) Art Prints

All 81 art prints in the adult collection have circulated since 1975. At the time surveyed 33% were in circulation. This figure is second only to that of popular records and certainly indicates a high degree of user popularity. Best of all, perhaps, no prints were found to be missing.

f.) Microfilm

645 rolls now comprise the Alexander Mitchell microfilm collection. The majority of these make up a complete historical collection of Aberdeen newspapers. The remainder are copies of back volumes of popular magazines.

Microfilm usage has increased as patrons become more aware of and comfortable with the medium. The number of magazines maintained on microfilm will also increase as paper copies deteriorate or disappear and shelf space becomes more precious. Thus microfilm (and other microformats as well) should continue to gain in importance.

2.) Juvenile

A shelf list is being developed, but none currently exists for juvenile audio-visual materials. All, however, are considered to be popular. Filmstrips, which are mainly used in the library, ordinarily wear out long before interest in them declines. Records, puzzles and games do check out. Missing pieces or scratches are more often the reasons for retirement here than disinterest. A large collection of 74 art prints was purchased a few years ago for circulation by the children. These are classic prints with adult, not juvenile, themes. Only 2 were checked out at the time studied, so the other 72 were surveyed as to most recent year of circulation.

TABLE 28 - Circulation of Art Prints

	DATE LAST CIRCULATED					
	1977	1976	1975	1974	1973	NEVER
ADULT	87.5%	10.0%	2.5%			= 100.0%
CHILDREN	19.2%	43.8%	13.7%	13.7%	6.9%	2.7% = 100.0%

Art Prints

% NOT CIRCULATED PAST 3 YEARS:			
Adult	0.0	Children	10.8

Judging from the above, this may be one area where children are not as enthusiastic about audio-visual materials. Art prints certainly show themselves to be more popular with adults than children. At least as an experiment, the art prints in the children's collection which have not circulated in 1976 or 77 could be placed in the adult collection.

Today's children are media people. Turning on the television is more normal to them than opening a book. The staff members involved have little doubt that children use the library's audio-visual materials. Once a shelf list is developed and current technical procedures are clarified and systematized, it should prove beneficial to analyze the collection with an eye towards future programs and development.

C.) MAGAZINES AND PAMPHLETS

These two important library areas beggar description in a report such as this. The great range involved in 240 periodical subscriptions plus the fact that their numerous issues are shelved by title, make their analysis somewhat beyond our current scope. Over the past 5 years magazine circulation has varied from 10,000 to 13,000 per year. If one considers the high degree of magazine reading done within the library, a healthy figure is obtained. To maintain the relevancy of this collection, annual or biennial analysis of the collection to add and subtract subscriptions is probably in order.

Pamphlet materials, on the other hand, continue to increase in popularity. From a low of 194 circulations in 1974, they reached a high of 704 in 1976. In 1977, circulation rates are running over 100 per month. These increases are mainly due to 2 factors: a.) a determined effort to expand and improve the collection and b.) the placing of subject cross reference cards in the card catalog. As they say, it pays to advertise.

VI. SERVICES: THE LIBRARY AS PUBLIC SERVANT

A.) GENERAL

1.) Hours

From September through May, Alexander Mitchell Library is open 65 hours weekly, 9 to 9, Monday through Thursday, 9 to 6 on Friday and 1 to 5 on Saturday and Sunday. These last hours were just initiated in 1977 and proved to be popular. Indeed, longer weeked hours even at the expense of shorter weekday hours should be considered. The Children's room, being on a separate floor, is closed on Tuesday and Thursday evenings. The entire library is closed Sundays during the summer months.

2.) Meeting Room

For group use the library has a meeting room capable of seating

up to 150 people. There is no charge for use of the room during library hours. Both non-profit organizations and individuals can use the area for educational, cultural or public service activities. Currently this facility is used only infrequently. With expansion of the parking lot and a little redecoration, publicity could make this library resource of greater benefit to the community.

B.) ADULT AND YOUNG ADULT SERVICES

1.) Reference and Interlibrary Loan

Apart from checking materials in and out, the best known library service is that of reference. Statistics on reference questions have only been maintained since 1974 and they have totaled around 16,400 for each of the past 3 years. Admittedly this is a meager measure of reference service, but it is the only quantitative data available. The staff believes that the reference department is currently strong and continuing to develop. An information and referral set up is a definite possibility for the future. Just gathering the data for this report has already enhanced the library's functioning in this area. The addition of computer search capabilities via the library's TWX machine and the Bibliographic Center for Research in Denver has also expanded considerably the breadth and depth of reference services. In day to day activities, however, it is the interlibrary loan function which has the greatest impact in moving the library's resources beyond the library walls.

TABLE 29 - Interlibrary Loan Statistics

ITEMS ON INTERLIBRARY LOAN				
	1973	1974	1975	1976
BORROWED	78	185	397	738
LOANED	9	70	218	176

The number of items borrowed has nearly doubled every year for the past four years and the number of items loaned has increased prodigiously since 1973. The installation of the Western Union Teletype in May, 1975 not only put Aberdeen in instant contact with libraries across the nation, but also removed the mail time lag involved in communicating with our most important lender, the South Dakota State Library in Pierre.

While the expenses of our teletype operations are currently covered by a grant from the S.D. State Library, they have become such an important segment of library services that it now appears likely that Alexander Mitchell Library would strive to cover the costs through its own resources if the grant money were curtailed. The people of Aberdeen and Brown County are thus not denied access to information simply because of their geographical isolation.

C.) JUVENILE

1.) Bookmobiles

Beyond the standard offerings of books, audio-visual materials, summer reading and other programs, the library maintains 2 bookmobiles which give direct service to each of the city's public and private elementary schools. This does wonders for the library's circulation statistics. Whether it is of equal benefit to the children of Aberdeen and Brown County is more questionable. It is the position of this report committee that bookmobiles can be naught but a poor excuse for adequate school libraries. Funneling 30 kids through a cramped bookmobile in 20 minutes is no substitute for the opportunity for children to leisurely explore, ask questions, and receive answers in a suitable school media center staffed with qualified personnel. Unfortunately, the bookmobiles have become somewhat of an institution in Aberdeen. During the spring of 1976 a questionnaire was distributed to all elementary school teachers regarding their attitudes toward bookmobile service. The response was overwhelmingly in favor of continued bookmobile operations. Many of the respondents, however, based their decisions on fears that if the bookmobile service was dropped, no adequate school libraries would spring up to take their place. Funding for schools in Aberdeen is limited and the school administration does not appear to place a priority on library development.

Bookmobiles can play a variety of roles in public library services. When the schools are closed during the summer, for instance, they make library books much more accessible to children who would find it difficult to travel to the library. Given the right environment, creative bookmobile personnel can expand upon the checking in and out function to provide a real service to adults and children alike. Moreover, bookmobiles are also important for transporting materials to remote or sparsely populated areas.

In a city as large as Aberdeen, however, students should not be required to wait until they reach junior high to have access to a suitably stocked school library open all day and available when needed, attended by a school librarian specifically concerned with young people and their interests. To deny easy access to information at this stage is to deny a child's full potential. The current situation does not promote either individual intellectual development or efficient use of library resources.

Bookmobile operations consume nearly 1/4 of the library's budget and full time staff. The public library is even required to pay for the electricity the bookmobiles use while at the schools. Since the public library is actually providing a service directly to the schools and only indirectly to the public, a more equitable arrangement needs to be devised. No contractual agreement now exists. Perhaps it should.

2.) Nursery Schools

In the course of the research for this report, it was discovered that story hours were much more popular than previously thought. Traditionally, these had been offered only on Friday mornings to a limited enrollment. They will now be expanded.

Even more surprising, however, was the discovery that no less than 150 homes in the city provide day care and 12 nursery schools offer programs to over 180 preschoolers. Moreover, these people have some definite ideas as to what they desire in library services. Comments offered ranged from placing library announcements in the day care newsletter to purchasing more filmstrips suitable for a 3 year old. The combination of the nursery schools and day care centers thus presents the library with a well-defined population eager for library services. Specific programs should be developed for them at the earliest possible date.

D.) SPECIAL SERVICES

A library staff member provides outreach facilities for the library, taking materials to the blind, handicapped or otherwise housebound. In addition, this same person provides materials for four nursing homes and the county jail. The number of people served at any one time varies, but current figures hover around 50 persons. The library also maintains a Large Print collection of some 700 volumes. These cover the fields of general fiction, mysteries, and westerns, plus some non-fiction.

TABLE 30 - Circulation of Large Print Books

YEAR OF MOST RECENT CIRCULATION	PERCENTAGE OF COLLECTION
1977	68.5%
1976	24.3%
1975	2.9%
1974	2.9%
1973	1.4%
	100.0%

The above table indicates that the addition of these materials to the library has been welcomed. Some materials are taken directly to the homebound and those in nursing homes by the special services librarian. Others, however, discover the books in the library where they are prominently displayed. If there has been any stigma associated with using these books, it is disappearing. In fact, many readers with good eyesight read them when regular editions are not available. As the percentage of the area population in the higher age brackets continues to increase, it is likely that Large Print books will assume a greater role in library operations.

E.) INTER-LIBRARY COOPERATION

As stated earlier, Alexander Mitchell Library does a relatively large amount of interlibrary loan business and has had excellent cooperation with other libraries. Chief among these is the South Dakota State Library which not only provides the grant for our TWX operations, but is also our major supplier of books and 16mm films. They also provide reference service for questions we are unable to answer ourselves.

Closer to home, there are a variety of libraries and information centers located in Aberdeen. (See Appendix A.) While librarians of the major establishments do meet four times a year to discuss mutual concerns, general awareness as to the services and strengths of the

various collections could be improved. Recently, the directors of Alexander Mitchell Library, Northern State College Library and Dacotah Prairie Museum met to discuss coordination of acquisition of local history materials. This is a step in the right direction.

Some positive steps have also been taken in the area of school-public library relations. There is the possibility that a new elementary school opening this fall will contain an in-house media center operated by the school system instead of being serviced by a bookmobile. The governing bodies of both institutions should build upon this first stone to establish a more concrete and effective plan for library services to children both in school and out.

Nothing is more important in inter-library cooperation in Brown County, however, than the relationship between Alexander Mitchell Library and the Brown County Regional Library. This latter is strictly a bookmobile operation covering the county on a 3-week schedule.

The financial aspects of this situation were previously considered in Section V c. Of greater significance, however, are the public benefits which could accrue from increased cooperation. A sizeable savings in administrative costs alone could result if the two libraries were able to eliminate duplications in processing and acquisitions costs. At present most of the more than 30,000 volumes owned by the Brown County Regional Library sit idle in the Alexander Mitchell Library basement simply because they cannot all fit on a single bookmobile. Some method of integration of this collection with Alexander Mitchell's would certainly increase its utility. Similarly, Alexander Mitchell with its greater resources could provide more direct service to county residents on a contractual basis. The exact nature of this arrangement could take a variety of forms from the present minimal relationship to a full contract with Alexander Mitchell Library for all county library services. How the cooperation between these two libraries should be developed is for the respective governing bodies to decide. All data gathered for this report has pointed to a higher rate of city library usage by non-city residents than was previously considered. The number one priority of this report thus becomes the establishment of greater cooperation between the two public libraries resulting in greater economic efficiency and an increase in the quality of service to all library users.

VII. SUMMARY AND CONCLUSIONS

As the 1980's approach, Aberdeen, South Dakota finds itself with a modern, well stocked public library facility. Book resources and space requirements are sufficient. The development of audio-visual resources and the expansion of library services are dependent upon adequate funding. The former have shown themselves to be popular with the community and deserving of a higher priority. The latter are contingent upon a developing role of the library's function and a movement away from the philosophy of library as storehouse to that of the library as information center. Certainly there is a need for an information agency in Aberdeen. Just gathering the data for this report has evidenced a number of areas where people can go to find the answers to their questions. What they need is a single agency able to tell them in what direction to turn. The public library could easily be this place.

People in Aberdeen, like people everywhere, have a variety of interests and abilities. All need to be reflected in the public library. Aberdeen is, however, more cohesive than many towns. Education and

income are fairly well distributed and there are no dominant ethnic minorities. Church and the family are both strong institutions with a high rate of church attendance and a low degree of divorce. Economic life is of the sort where brains are used more than brawn. White collars of all types predominate. Leisure time is spent on numerous peaceable activities.

Those in the community who currently use the library are most often women or schoolchildren. The library is especially strong in services to elementary students, going beyond those activities usually considered to be the public library's role. The elderly and some occupational groups do not use the library as much as we would like, but library registration overall is high.

When implemented, the major recommendations enumerated on page 3 will go a long way towards strengthening the bonds between public and library. Some are internal procedures which the public may not even consciously notice. Others should be of obvious benefit to the community. All have been developed in response to current community characteristics with the intent of improving efficiency and increasing the relevancy of library services.

In any report such as this, much of the value will not be found in the major recommendations alone. For our part, we learned a lot about the community in the course of our research, but we learned even more about ourselves. Throughout the report there are facts and factors which will aid us in future library planning. There are also trends and indications which do not warrant major recommendation status at the present time but may lead to such recommendations in the future. Among these are:

- a.) Considering the implications, if any, of the dominant role of women as library users
- b.) Planning programs in conjunction with organized groups
- c.) Planning specific programs in various cultural areas
- d.) Using more retired people as volunteers or paid part-time help
- e.) Weeding the collection
- f.) Emphasizing selection in the 000's to 700's
- g.) Cataloging of the audio-visual and paperback collections
- h.) Systematically analyzing and evaluating the children's collection
- i.) Planning programs for pre-schoolers
- j.) Moving some juvenile art prints into the adult collection
- k.) Systematic analysis of the periodical collection
- l.) Promoting use of the meeting room
- m.) Surveying organized groups as to their current and potential use of library services

As the first stage in documenting the relationship between Alexander Mitchell Public Library and the surrounding community, this report has developed some clear objectives to be tackled now and indicated others for future consideration. To maintain its vitality, the report should be updated every five years when new census data is available. Keeping track of changes in both the community and the library should achieve the goal of giving the best possible library services to the city and the county by producing a situation where each is of benefit to the others.

APPENDIX A - LIBRARIES IN ABERDEEN

PUBLIC LIBRARIES

Alexander Mitchell Library 225-4186

General collection for the community which is strong in fiction, craft and do-it-yourself materials, and local history. Also available are AV hard and soft ware, a meeting room and copy machine.

Brown County Regional Library 225-8580

Bookmobile service, with strong emphasis toward elementary and and secondary school use. The bookmobile is on a three week schedule to cover the county. Through a contract with Alexander Mitchell Library, all county residents can use AML.

ACADEMIC LIBRARIES

Northern State College Library 622-2645

Collection of 176,000 volumes, with emphasis on educational materials. The library serves as a federal and state document depository. The target audience is faculty and students but service to the public is available.

Presentation College 225-0420

Strengths--nursing, medical, health and religion, for students and faculty. It is also open to the public.

SCHOOL LIBRARIES

Elementary public schools---each school has a collection of 5000 to 10,000 books, staffed by aides or part time volunteers. Some schools have pleasant media centers; others are woefully inadequate. (shelves in hallways)

Secondary public schools---the junior high and high schools have adequate facilities with full-time qualified librarians.

Parochial schools---all three Catholic schools have library media centers with full-time qualified personnel.

SPECIAL LIBRARIES

Dr. Paul Bunker Memorial Library
St. Lukes Hospital

A growing collection of periodicals and books in medical fields for doctors and nurses. This library makes good use of the Medline services for doctor's research.

SPECIAL LIBRARIES (continued)

Indian Health Service Library
Federal Building

225-0250

Collection of several thousand items with Indian culture, health and medical fields as its strong points. It is used by staff within the state, but will provide some service to the public. This library has the Federal Register.

School for the Visually Handicapped Library

622-2260

10,000 volumes, Braille, talking and large print books for students, but could be used by the public with permission.

Brown County Law Library

622-2266

Basic law books, codes, Supreme Court Reports, and state and regional reports. Not open to the public, but can be used with permission.

CHURCH LIBRARIES

One third to one half of the churches surveyed have some type of library for their congregations; most were listed as small, probably 200 to 500 items. Bethlehem Lutheran Church, one of the largest in town, has a collection of 1000 volumes.

The Christian Science Reading Room is open to the public on Wednesday, 7 to 7:45 p.m. and on Saturday, 12:30 to 3 p.m.

INFORMATION CENTERS

Chamber of Commerce

225-2860

This agency has Polk directories of about 50 midwest cities; older copies are given to the public library.

Internal Revenue Service

225-9112

Telephone or walk-in service is available to the public needing information or assistance with federal income tax regulations.

Legislative constituency offices

George McGovern 225-8823

Larry Pressler 225-0250

James Abourezk 225-8823

These offices will provide copies of bills, other legislative information and assistance with problems.